



Online Event

The session will be held on 23video

# DIGITAL MARKETING IN CHINA

## What's the latest?

August 17<sup>th</sup>, 2022, 9:30-11 CET



Accelerated by new lockdowns and restrictions on movement, Chinese consumers continue to step up the online business game. They are embracing a new spectrum of digital solutions, which are being seamlessly integrated into everyday life. For brands and industrial companies, however, fierce local competition remains a barrier to creating a strong digital presence that ultimately drives sales.

In this webinar, LEAF Digital and MediaGroup Worldwide give you the latest news on digital marketing in China. Representing different fields of expertise, both agencies have strong track records from conducting successful online campaigns on behalf of foreign clients.

You will hear about interesting business cases, and you will learn new ways of navigating in China's unique digital ecosystem. You also get the opportunity to post questions reflecting your own situation to a panel of experienced professionals.

### WHO SHOULD JOIN?

Danish companies with basic knowledge about the Chinese market. The workshop is relevant for companies that need a stronger understanding of how China is disrupting digital measures for sales and marketing.

## Agenda

09:30 **Welcome** by *Peter B. Hansen*

09:35 **Presentation:** How to strategically target Chinese consumers through digital platforms.

*Speaker: Niels Christian Flintholm*

09:50 **Presentation:** How to build awareness and sales in China with SEO

*Speaker: Bart Burggraaf*

10:05 **Coffee break**

10:10 **Panel discussion** moderated by *Peter B. Hansen*

### **E-Commerce to Experiential Retail – What can we expect NEXT?**

- Keywords: Livestreaming Social Commerce, Omnichannel approach, Online-to-Offline integration, AR&VR technologies

*Panelist: Niels Christian Flintholm, Bart Burggraaf, Yuwan Hu*

10:55 **Future activities** by *Peter B. Hansen*

11:00 **End of webinar**

## SPEAKER BIO



**Niels Christian  
Flintholm**

Niels Christian Flintholm is a co-founder and partner at Leaf Digital and Somegu with many years working experience in both Danish and Chinese companies with a focus on digital solutions for Western companies operating in the Chinese market. With offices in Aarhus and Shanghai Leaf Digital is well positioned to help brands reach their full potential on all platforms in the unique Chinese digital eco-system.



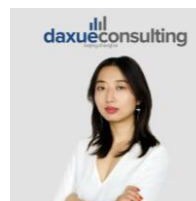
**Bart Burggraaf**

Bart Burggraaf is a Partner at MediaGroup Worldwide, an international marketing agency for companies wanting to overhaul their client acquisition funnel with online advertising and data. With over 18 years of experience in global digital marketing, strategy planning and execution and B2B marketing, Bart oversees new business and marketing operations.



**Peter Bøgh Hansen**

Peter Bøgh Hansen is the Director of Sense China, the Confederation of Danish Industry's project and policy unit in China. Peter has lived and worked in China for 16 years, and he has previously been in charge of e-commerce portal EasyBizChina and public affairs agency ChinaCabinet.



**Yuwan Hu**

Yuwan has 9 years of professional experience in both France and China. She worked for an independent family-owned beauty group in France before joining daxue consulting in 2015. Yuwan has led & managed various research projects covering multiple sectors, such as Luxury & Cosmetics, FMCG, Food & Beverage, Health Care, and Education. She's an expert in the field of market research and strategies in both B2B and B2C fields.